

# Uniformity for Grass Seed: 15-Month Test Period and Sell By Dating for Cool Season Grass Seed



## Why is a 15-month test period and sell by dating for cool season grass seed important?

State laws governing this issue vary from 7 to 18 months and many utilize a “test period” concept. This concept is confusing to the consumer and labor intensive and costly to state seed control officials and retailers.

In 2002, The Association of American Seed Control Officials revised their Recommended Uniform State Seed Law (RUSSL) to allow a 15-month test period for cool season grass seed and implemented a “SELL BY” statement.

This brochure outlines how this uniformity in grass seed labeling is a hole in one for all invested parties.

## Consumer Benefits

Adopting the 15-month test period as outlined in RUSSL benefits the consumer in the following ways:

- Consumers don't know the normal shelf life of grass seed, but understand the “SELL BY” concept
- Labels will be easier to read and understand

**Tested: Nov. 2011**

**SELL BY: Feb. 28, 2013**

Consumers have a solid understanding of “SELL BY” dating.



## Seed Control Official Rewards:

Adopting the 15-month test period as outlined in RUSSL rewards control officials in the following ways:

- Saves valuable state funds
- Reduces the number of stop sale orders
- Allows increased time to focus on more critical seed law violations

## Retailer Benefits:

Adopting the 15-month test period as outlined in RUSSL benefits retailers in the following ways:

- Allows product to remain on the shelf for three complete selling seasons
- Less labor intensive due to a reduced amount of removing, relabeling and reshelfing of cool season grass seed



Seed Analysis Panel Example			
ABC Brand Name Grass Seed Mixture			
Pure Seed	Variety/Kind	Germination	Origin
45%	JKL Kentucky Bluegrass	90%	OR
54%	QRS Tall Fescue	85%	OR
<b>Other Ingredients</b>			
0.10%	Other Crop Seed		
0.05%	Weed Seed		
0.85%	Inert Mater		
Net Weight: 10 lb (4.53 kg)			
<b>Existing Test Date Language:</b>			
Lot# 12345 Tested: 11/2011			
<b>Proposed Uniform Language:</b>			
Lot# 12345 Tested: 11/2011 SELL BY: 02/28/2013			

### Consistent With:

- The Federal Seed Act
- Recommended Uniform State Seed Law (RUSSL)

### Supported By:

- American Seed Trade Association (ASTA)
- The Scotts Miracle-Gro Company (SMG)
- Association of American Seed Control Officials (AASCO)

### For More Information:

#### Contact:

- Ann Aquillo, Vice President, Corporate Affairs– SMG  
ann.aquillo@scotts.com  
(937)537-1397
- Laura Briggs, Senior Analyst, Regulatory Affairs– SMG  
laura.briggs@scotts.com  
(937)645-2523
- Pat Miller, Director, State Affairs– ASTA  
pmiller@amseed.org  
(512)259-2118

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**A Real Hole in  
One!**